



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

KOAT
www.koat.com

CONTRACT

Contract / Revision	Alt Order #
961890 /	06364302
<u>Product</u>	
<u>Issue</u>	
Contract Dates	Estimate #
10/29/12 - 11/09/12	313 REFORM NM NDW
Advertiser	Original Date / Revision
Reform New Mexico Now	10/11/12 / 10/11/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
KDAT	Mary Tricoli
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
IDB#	Advertiser Code
	51
Product Code	
	104
Agency Ref	Advertiser Ref

And:

SRCP Media Inc
Attention: Betsy Vonderheid
201 North Union Street
Ste 200
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/29/12	11/02/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	5	\$9,500.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/29/12 - 11/04/12 MTWTF--												
N 10	KOAT	11/05/12	11/09/12	Anderson Cooper	11a-12n		:30			NM	1	\$250.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 11/05/12 - 11/11/12 MTWTF--												
N 11	KOAT	11/05/12	11/09/12	Chew, The	12-1pm		:30			NM	1	\$200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 11/05/12 - 11/11/12 MTWTF--												
N 12	KOAT	11/05/12	11/09/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$1,300.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 11/05/12 - 11/11/12 MTWTF--												
N 13	KOAT	11/05/12	11/09/12	6a A7N More In The AM	6-7a		:30			NM	2	\$2,200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 11/05/12 - 11/11/12 MTWTF--												
N 14	KOAT	10/29/12	11/09/12	Good Morning America	7-9a		:30			NM	11	\$9,350.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/29/12 - 11/04/12 MTWTF--												
Week: 11/05/12 - 11/11/12 MTWTF--												
Totals											50	\$43,500.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/09/12	50	\$43,500.00	\$36,975.00	\$2,588.25	\$39,563.25
Totals	50	\$43,500.00	\$36,975.00	\$2,588.25	\$39,563.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst Television Inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract / Revision 961890 /	Alt Order # 06364302	
Contract Dates 10/29/12 - 11/09/12	Product Issue	Estimate # 313 REFORM NM NOW #:
Advertiser Reform New Mexico Now	Original Date / Revision 10/11/12 / 10/11/12	

Signature: _____ Date: _____

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